



Industry heavyweight Pierre Naggar joins MINT as Director of Sales to lead UK expansion

London, 7 March, 2023 – [MINT](#), the global leader in Advertising Resource Management (ARM) software as a service, today announced the appointment of [Pierre Naggar](#) as Director of Sales for the UK. In this new role, Naggar will take the lead on spearheading the company's growth and increasing its footprint in the UK market.



Naggar is an industry veteran and joins MINT with over 25 years of experience in the digital advertising and marketing sector, including specialist knowledge in programmatic advertising, big data and publisher monetisation solutions in the UK and Europe. He was previously SVP Global Demand at Adswizz, where he led global teams connecting programmatic demand with premium digital audio publishers in the US and Europe. Prior to this, Naggar was the Managing Director at Turn EMEA, one of the first DSPs to enter the market in 2010, working closely with major agency holding groups and brands. He also held positions at Yahoo! and 24/7 Realmedia, and is currently serving as a Board Advisor for AdTonos, as well as a Strategic Advisor for Fiducia DLT. He will report directly into Salvatore Internullo, Chief Growth Officer at MINT.



“As an industry, we are embracing a period of significant change, so enabling brands to take control of their data and budgets is vital, especially in the current economic climate. Under Pierre’s leadership in the UK, we are excited to bring our offering to even more brands and agencies as they look to streamline their advertising operations,” says MINT CEO Andrea Pezzi. “Pierre’s expertise in the digital advertising ecosystem is indispensable and with our business on such a steep growth trajectory, his experience perfectly fits our client and team requirements.”

Commenting on his appointment, Naggar says, “In the ever-expanding ad-tech ecosystem, MINT is honing in on tackling fragmentation both in media and technology with solutions for the entire media planning workflow. With the ongoing transition from the third-party cookie and budgeting constraints impacting marketing strategies, it’s exciting to be part of a team committed to harnessing innovative technology to give brands better governance on media planning and spend, to drive improved marketing outcomes.”

MINT’s AI-powered technology offers brands the ability to take control of all their advertising operations and resources from a single SaaS platform to achieve greater governance, transparency, and efficiency. Its system gives marketers real-time access to the entire advertising flow, from initial brief to media plan, activation to reporting – as well as a centralised view of ad spend across channels and markets. Media plans can then be optimised by AI and machine learning technology to ensure campaign objectives are reached.

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About MINT

MINT is the global leader in Advertising Resource Management (ARM) Software as a Service (SaaS), which operates from its offices in Milan, London, Paris, Berlin, and São Paulo. Global brands in the financial, FMCG, automotive, and telecom sectors trust MINT to manage their advertising campaigns more efficiently.

With a record 350+ platform integrations, MINT solution provides a single source of media truth while streamlining advertising operations across the enterprise. Built with unprecedented governance as its primary goal, it leverages automation for higher efficiency, while AI enables better decision making.

For more information visit www.mint.ai.